



Request for City Council Committee Action from the Department of the City Coordinator

Date: March 16, 2015

To: Chair John Quincy, Ways and Means Budget Committee

Subject: Creative City Challenge Art Competition Artist Award

Recommendation: Authorize appropriate City staff to negotiate and enter into a contract for the design, installation, and maintenance of the Creative City Challenge project for 2015.

Previous Directives: None,

Department Information

Prepared by: Jeff Johnson, Executive Director Convention Center and Gulgun Kayim, Director Arts, Culture, and Creative Economy
Approved by: Spencer Cronk, City Coordinator
Presenters in Committee: Jeff Johnson

Reviews

- Permanent Review Committee (PRC): Approval X Date 9-18-14
- Civil Rights Approval Approval Date
- Policy Review Group (PRG): Approval Date

Financial Impact

- Action is within the Business Plan and Budget

Community Impact

- City Goals – Living Well; A Hub of Economic Activity and Innovation; Great Places

Supporting Information

The Creative City Challenge is a competition for Minnesota-resident architects, landscape architects, urban designers, planners, engineers, scientists, artists, students and individuals of all backgrounds to create and install at the Minneapolis Convention Center Plaza a temporary, destination artwork, which acts as a sociable and participatory platform for summer-long onsite programming and encourages a sense of connectedness to the city as a whole and its rich cultural and natural offerings.

Minneapolis is nationally known as a city infused with creative energy. From Internationally recognized theater, world class museums and music venues to community art projects that transform neighborhoods, the arts are a critical element of what makes Minneapolis a city on the cutting-edge of creativity. The numbers show that Minneapolis is home to a thriving and dynamic arts community. Our performing arts venues report per capita revenues at

fourteen times above the national average and our non-profit community scores thirteen times above the national average for both revenue size and the number of arts organizations. The City's quality of life is greatly improved as a result of cultural offerings and these creative enterprises also contribute to a vibrant local creative economy. The 2014 Minneapolis Creative Index shows that our City's ' creative vitality is roughly 4 times above the national average and the Twin Cities metropolitan area ranks fifth in the nation for creative spending, jobs and organizational revenue, an estimated \$1.1 billion a year to our economy.

The Minneapolis Convention Center serves as an economic engine for the City and as a gateway for up to million visitors a year. The Creative City Challenge is a way to better engage an underused space in our city, which is the plaza in front of the convention center. This plaza is a beautiful green space that when activated can bring new excitement and activity to the area around the convention center.

The 2015 Creative City Challenge process has produced a winning project which is called "mini_polis". The project mini_polis is an abstract small scale model of Downtown Minneapolis, installed on the plaza of the convention center. The structures are built to represent a city. About half of these buildings are built by participants at workshops, and are decorated with various wood pieces and writing describing the builder's dreams for the city. Other buildings carry the dreams of residents who were not able to attend workshops, but wrote in their responses. The streetscape of mini_polis is painted with chalkboard paint, allowing visitors to respond to the builder's dreams, as well as make their own place-specific comments about the city. A multimedia station will allow people to hear stories about the different structures and corresponding dreams while the selected buildings are illuminated from the inside.

The contract with the Artist will allow for design, installation, and maintenance of the project throughout the summer of 2015 on the Minneapolis Convention Center Plaza. The contract value is \$75,000.